

Message Text

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INFO OCT-01 AF-05 ARA-10 EUR-06 EA-07 NEA-05 ISO-00 SS-20

EB-05 SSO-00 RSC-01 /060 R

DRAFTED BY COM/BIC/PD:CPRINDEVILLE:DJT

APPROVED BY EB/CBA:DMSEARBY

COM/BIC:MVANGESSEL

COM/BIC/OIM:EKRAUSE

COM/BIC/OIM/PD:MRENNERT

NEA:HMONTGOMERY

EB/OCA:NSLAKAS

AF:LWHITE

ARA:ECOHEN

EUR:WSTABLER

EA:AGEBER

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FM SECSTATE WASHDC

TO USINT ALGIERS PRIORITY

AMEMBASSY BANGKOK PRIORITY

AMEMBASSY BERN PRIORITY

AMEMBASSY BOGOTA PRIORITY

AMEMBASSY BONN PRIORITY

AMEMBASSY BRASILIA PRIORITY

AMEMBASSY BRUSSELS PRIORITY

AMEMBASSY BUENOS AIRES PRIORITY

AMEMBASSY CANBERRA PRIORITY

AMEMBASSY CARACAS PRIORITY

AMEMBASSY COPENHAGEN PRIORITY

AMEMBASSY THE HAGUE PRIORITY

AMEMBASSY HELSINKI PRIORITY

AMCONSUL HONG KONG PRIORITY

AMEMBASSY JIDDA PRIORITY

AMEMBASSY KINSHASA PRIORITY

AMEMBASSY LAGOS PRIORITY

AMEMBASSY LONDON PRIORITY

AMEMBASSY MADRID PRIORITY

AMEMBASSY MANILA PRIORITY

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AMEMBASSY MEXICO PRIORITY

AMEMBASSY NEW DELHI PRIORITY
AMEMBASSY OSLO PRIORITY
AMEMBASSY OTTAWA PRIORITY
AMEMBASSY PARIS PRIORITY
AMEMBASSY QUITO PRIORITY
AMEMBASSY ROME PRIORITY
AMEMBASSY SEOUL PRIORITY
AMEMBASSY SINGAPORE PRIORITY
AMEMBASSY STOCKHOLM PRIORITY
AMEMBASSY TAIPEI PRIORITY
AMEMBASSY TEHRAN PRIORITY
AMEMBASSY TEL AVIV PRIORITY
AMEMBASSY TOKYO PRIORITY
AMEMBASSY VIENNA PRIORITY
INFO AMCONSUL RIO DE JANEIRO PRIORITY

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E.O. 11652: N/A

TAGS: ECOM, XX

SUBJECT: FISCAL YEAR 1975 COUNTRY COMMERCIAL PROGRAMS
(CCP)

REF: STATE 50002 (NOTAL)

1. MISSIONS ARE AWARE FROM PARA 14 REFTEL AND SUBSEQUENT ECONOMIC/COMMERCIAL CONFERENCES HELD EUROPE, LATIN AMERICA AND FAR EAST THAT NEW COUNTRY COMMERCIAL PROGRAM SYSTEM HAS BEEN INTRODUCED, WITH FIVE PILOT PROGRAMS OPERATIVE IN FY 1974. WE HAVE RECEIVED FIRST-QUARTER EVALUATIONS OF PILOT PROGRAMS' EFFECTIVENESS, AND COUNTRY SUB-TEAMS (CALLED CCP TASK FORCE) ARE IN REGULAR INTERCHANGE WITH STATE/COMMERCE WASHINGTON ACTION STAFFS. CCP SYSTEM FOR PILOT POSTS HAS SHOWN DIRECTION TOWARD IMPROVED DEFINITION OF OBJECTIVES AND PRIORITY-SETTING, WITH RESULTANT ADJUSTMENT TO RESOURCE ALLOCATIONS AND REDUCTION IN LOWER-PRIORITY WORKLOAD. FURTHER SIGNIFICANT BENEFIT HAS BEEN BROADER COUNTRY TEAM INVOLVEMENT IN EXPORT-EXPANSION EFFORT.

2. ON BASIS LESSONS LEARNED FROM PILOT CCPS WE ARE
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EXTENDING CCP SYSTEM TO ADDRESSEE MAJOR MARKET COUNTRIES. AS IN PILOT EFFORTS, WE INTEND TO MAKE THIS A FULLY COOPERATIVE EFFORT BETWEEN POSTS AND WASHINGTON AGENCIES. COMMERCE AND STATE ARE NOW BEGINNING DRAFTS OF FY 1975 CCPS. DRAFTERS AIMS ARE TO (1) DEFINE ATTAINABLE AND,

WHERE APPROPRIATE, QUANTIFIABLE OBJECTIVES COMPATIBLE WITH COMMERCIAL ENVIRONMENT IN HOST COUNTRY; (2) ASSESS

CAPABILITY AND INTEREST OF US INDUSTRY IN EXPORTING TO CCP MARKET (DRAWING UPON TARGET INDUSTRY RESEARCH SYSTEM); (3) CONSTRUCT ACTION PROGRAMS TO ATTAIN OBJECTIVES, AGAIN REFLECTING CLEARLY-IDENTIFIED INDUSTRY INTEREST AND POST INPUT (E.G., BEST-PROSPECTS REPORTS, POST COMMENTS ON PROPOSED DIRECT-PROMOTION EVENTS, ETC.); (4) REALISTICALLY ALLOCATE HUMAN AND FINANCIAL RESOURCES AVAILABLE FOR PROGRAMMED AND NON-SCHEDULED ACTIVITIES; (5) IDENTIFY LOWER-PRIORITY WORKLOAD FOR REDUCTION OR ELIMINATION; AND (6) ESTIMATE OPTIMAL BENEFITS ATTAINABLE THROUGH RESOURCE AUGMENTATION OR REPROGRAMMING.

3. POSTS SHOULD ALSO BEGIN NOW TO PREPARE THE FOLLOWING MATERIAL FOR UTILIZATION IN DRAFT CCPS. POSTS SHOULD REVIEW THEIR RESPONSES TO STATE 128397, JUNE 29, 1973, (NOTAL) (FOR ARA: REFER ALSO TO STATE 234462, NOVEMBER 29, 1973) AND SUBMIT BY CABLE (BY JANUARY 25) THEIR UPDATED STATEMENTS OF RECOMMENDED COMMERCIAL OBJECTIVES AND COURSES OF ACTION FOR FY 75. (FOR MANILA AND QUITO STATE 128397 WILL BE REPEATED). IN ADDITION, WE WILL REQUIRE FROM POSTS STATEMENT ON CURRENT AND PROPOSED FUNCTIONAL ALLOCATION OF RESOURCES DEVOTED TO COMMERCIAL ACTIVITIES. THIS IS IMPORTANT TOOL IN MANAGERIAL ASPECT OF CCP AND PROVIDES BASIS FOR EVALUATION OF OBJECTIVES IN TERMS OF RESOURCE INPUTS REQUIRED TO ACHIEVE THOSE OBJECTIVES. IT ALSO PERMITS POST AND WASHINGTON TO ADDRESS QUESTION OF PRIORITIES REFLECTING SIGNIFICANCE ATTACHED TO PARTICULAR OBJECTIVES.

4. SCHEDULING CALLS FOR COMPLETION FIRST DRAFTS IN WASHINGTON BY FEBRUARY 15; STATE/COMMERCE CLEARANCE COMPLETED APRIL 1; POSTS SHOULD RECEIVE CLEARED DRAFTS NO LATER THAN APRIL 15. ANTICIPATE COMPLETION MISSION REVIEW
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AND REVISION BY MAY 15 (HOPEFULLY FOLLOWING VISIT OF STATE/COMMERCE TEAM TO JOIN IN CCP REVIEW AT POST), WITH IMPLEMENTATION OF ALL CCPS SET FOR JULY 1.

5. FOR QUITO REFERENCE IS STATE 236068, DECEMBER 1, 1973. RUSH

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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Handling Restrictions: n/a
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30 JUN 2005

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